## **Naming Your Website**

A website is little use unless people remember it and relate it to your own service. Here are some tips from *Private Practice Made Simple*:

- Make it short. The longer it is, the easier it is for viewers to make a mistake.
- Make it easy to spell.
- Avoid words with spelling variants (counseling/counselling).
- The name should be easy to spell.
- Avoid acronyms unless they are memorable.
- The name should resemble or relate to your business name.
- You will probably want a .com or a country-specific address (.ca, .au).

Take some time to brainstorm as many possible names as you can. De	o not try to decide between them.

Use additional paper if you wish.

Once you have a long list, set it aside for several days, then come back to it. Show your top five choices to friends, colleagues, and perhaps to prospective clients.

Then check to see if the address is available for purchase.

From Private Practice Made Simple by Randy J. Paterson, copyright © 2011 by New Harbinger Publications. Permission is granted to reproduce this form for personal use.